CLAIMS

What is claimed is:

1. A method for organizing and presenting information from a client account database, and for preparing briefing packages for sales account executives, said database storing a plurality of client records each containing data or links to data relating to a different customer, said method comprising the steps of:

showing a first set of information for a selected client account on a main screen view on a user display; and

providing user-selectable expandable subforms and hyperlinks to additional information for said selected client account.

2. The method as set forth in Claim 1 wherein said step of showing a first set of information comprises showing an physical address for a selected client account.

3. The method as set forth in Claim 1 wherein said step of showing a first set of information comprises showing a stock trading symbol for a selected client account.

4. The method as set forth in Claim 1 wherein said step of showing a first set of information comprises showing a home page web address for a selected client account.

5. The method as set forth in Claim 1 wherein said step of providing user-selectable hyperlinks comprises providing at least one hyperlink to a word processor document.

6.   The method as set forth in Claim 1 wherein said step of providing

user-selectable hyperlinks comprises providing at least one hyperlink to a web

page.

7.   The method as set forth in Claim 1 wherein said step of providing

5   user-selectable hyperlinks comprises providing at least one hyperlink to a

computer-readable presentation file.

8.   The method as set forth in Claim 1 wherein said step of providing

user-selectable hyperlinks comprises providing at least one hyperlink to an

action item list.

10   9.   The method as set forth in Claim 1 wherein said step of providing

user-selectable hyperlinks comprises providing at least one hyperlink to a

biographical account of an employee for a selected client account.

10.   A computer process comprising a computer program embodied in a

computer-readable medium for organizing and presenting information from a

15   client account database, and for preparing briefing packages for sales account

executives, said database storing a plurality of client records each containing

data or links to data relating to a different customer, said computer program

being performed on or with aid of a computer and including:

(a) first code means for causing the computer to show a first set of

20   information for a selected client account on a main screen view on a user

display; and

(b) second code means for causing the computer to provide user-selectable

hyperlinks and expandable subforms to additional information for said

selected client account.

11.   The computer process as set forth in Claim 10 wherein said second code

5   means which provides user-selectable hyperlinks comprises code means for

causing the computer to show word processor files.

12.   The computer process as set forth in Claim 10 wherein said second code

means which provides user-selectable hyperlinks comprises code means for

causing the computer to show computer-readable presentation files.

10   13.   The computer process as set forth in Claim 10 wherein said second code

means which provides user-selectable hyperlinks comprises code means for

causing the computer to show Rich Text Format information.

14.   The computer process as set forth in Claim 10 wherein said second code

means which provides user-selectable hyperlinks comprises code means for

15   causing the computer to display biographical information concerning

at least one employee of a selected client company.

15.   The computer process as set forth in Claim 10 wherein said second code

means which provides user-selectable hyperlinks comprises code means for

causing the computer to display a stock quote for a selected client company.

20   16.   The computer process as set forth in Claim 10 wherein said second code

means which provides user-selectable hyperlinks comprises code means for

causing the computer to display a web home page for a selected client

company.

17.   A system for organizing and presenting information from a client account

database, and for preparing briefing packages for sales account executives,

5   said system comprising:

a storage device for storing a plurality of client records, said client

records each containing data or links to data relating to a different customer,

a first program code means executable by a database server computer

for showing a first set of information for a selected client account on a main

10   screen view on a user display; and

a second code means executable by a database server computer for

providing user-selectable expandable subforms and hyperlinks to additional

information for said selected client account.

18.   The system as set forth in Claim 17 wherein said second code means

15   comprises code means for causing the computer to show word processor files.

19.   The system as set forth in Claim 17 wherein said second code means

comprises code means for causing the computer to show computer-readable

presentation files.

20.   The system as set forth in Claim 17 wherein said second code means

20   comprises code means for causing the computer to show Rich Text Format

information.

21.　The system as set forth in Claim 17 wherein said second code means

comprises code means for causing the computer to show biographical

information concerning at least one employee of a selected client company.

22.　The system as set forth in Claim 17 further comprising a remote access

5　　communications interface for providing access to said database via a computer

network, and for showing said first set of information for a selected client

account on a remote computer display.

23.　The system as set forth in Claim 17 further comprising a remote access

communications interface for providing access to said database via a computer

10　　network, and for providing user-selectable hyperlinks to additional

information for said selected client account on a remote computer display.